# DETAILED CONTENTS

Preface xxi Special Tips for Students xxix About the Authors xxxii

# Chapter 1 Introduction to Social Psychology

# What Is Social Psychology? 5

Social Psychology Compared to Folk Wisdom and Philosophy 7 Folk Wisdom 8 Philosophy 8 Social Psychology Compared to Other Social Sciences 9 Social Psychology Compared to Personality Psychology 10

# The Power of Social Influence 12

The Power of Subjective Situations: A Brief History of an Idea 15 Behaviorism 15 Gestalt Psychology 16

# Where Construals Come From: Basic Human Motives 17

The Self-Esteem Approach: The Desire to Feel Good About Ourselves 20 Justifying Past Behavior 20 Suffering and Self-Justification 21 The Social Cognition Approach: The Need to Be Accurate 23

Social Cognition 23 Expectations About the Social World 24

# Social Psychology and Social Problems 26

Summary 29

### Suggested Readings 29

# PART ONE INTRODUCTION

2



# Chapter 2 Methodology: The Process of Doing Research

**Formulating Hypotheses and Theories 35** Inspiration from Previous Theories and Research **35** Hypotheses Based on Personal Observations **35** 

# The Observational Method: Describing Social Behavior 37

Systematic Observation 38 Participant Observation 39 Archival Analysis 40 Limits of the Observational Method 42

### **The Correlational Method: Predicting Social Behavior 43** Surveys 43 Correlation Does Not Equal Causation 46

The Experimental Method: Answering Causal Questions 49
Independent and Dependent Variables 52
Establishing Internal Validity in Experiments 54
Establishing External Validity in Experiments 57
Generalizability Across Situations 58
Generalizability Across People 59
Replications 61
The Basic Dilemma of the Social Psychologist 62

# Basic Versus Applied Research 63

### Ethical Issues in Social Psychology 65

Summary 68

Suggested Readings 69

PART TWO

# UNDERSTANDING OURSELVES AND THE SOCIAL WORLD



# Chapter 3 Cognitive Dissonance and the Need to Maintain Self-Esteem 72

# The Theory of Cognitive Dissonance 74

Rational Behavior Versus Rationalizing Behavior 77
Decisions, Decisions, Decisions 78
What Happens After a Decision 78
When Prophecy Fails 79
Distorting Our Likes and Dislikes 80
The Permanence of the Decision 81
The Decision to Behave Immorally 84
The Justification of Effort 85
The Psychology of Insufficient Justification 88
Saying Is Believing 88

Hypocrisy and AIDS Prevention 91 Insufficient Punishment 92 The Permanence of Self-Persuasion 95
What Do We Mean by "Insufficient Justification"? 96 And It Isn't Just Rewards or Punishments 97
The Aftermath of Good and Bad Deeds 98 How We Come to Like Our Beneficiaries: The Ben Franklin Manipulation 98 How We Come to Hate Our Victims 99
The Evidence for Motivational Arousal 102

New Directions in Research on Self-Esteem Maintenance 104
Self-Evaluation Maintenance Theory 104
How Do We Reduce This Dissonance? 105
Why Might We Help a Stranger More Than a Friend? 106
Self-Affirmation Theory 107
Self-Enhancement or Self-Verification? 109
Avoiding the Rationalization Trap 111
Humans Cannot Live by Consonance Alone 111

Summary 112

# Suggested Readings 113

# Chapter 4 Social Cognition: How We Think About the Social World 114

People as Everyday Theorists: Schemas and Their Influence 118
The Function of Schemas: Why Do We Have Them? 120
Which Schema Do We Use? The Role of Accessibility and
Priming 122
Revising Schemas: How Easily Do People Change Their Minds? 125
People View New Evidence Through Schema-Tinted Glasses 126
People Maintain Schemas Even After the Original Evidence for Them Is
Discredited 128
Making Our Schemas Come True: The Self-Fulfilling Prophecy 131
Do We Ever Disconfirm Our Schemas or Change Our Views? 134

Judgmental Heuristics 135
The Availability Heuristic: What Comes to Mind? 137
The Representativeness Heuristic: How Similar is A to B? 139
Anchoring and Adjustment: Taking Things at Face Value 141
Using Mental Shortcuts When Forming Social Judgments 143

Biased Sampling: Generalizing from Samples to Populations 143 Covariation Assessment: Predicting One Variable from Another 147

### Are People Really Such Bad Thinkers? 149

A Portrayal of Human Inference 150 People Do What They Do for Good Reasons 150 The Evidence for Inferential Errors May Be Exaggerated 150 There Is Plenty of Room for Improvement in Human Inference 151 Correcting Human Inference 151

### Summary 154

Suggested Readings 155

# Chapter 5

# Social Perception: How We Come to Understand Other People 156

### Nonverbal Behavior 158

Facial Expressions of Emotion 160 Other Channels of Nonverbal Communication 162 Multichannel Nonverbal Communication 163 Gender Differences in Nonverbal Communication 166

### Implicit Personality Theories: Filling in the Blanks 167

Causal Attribution: Answering the "Why" Question 171

The Nature of the Attributional Process 172 Correspondent Inference Theory: From Acts to Dispositions 173 The Role of Noncommon Effects 174 The Role of Expectations 176 The Covariation Model: Internal Versus External Attributions 177

**Using Mental Shortcuts When Making Attributions 180** Using Schemas and Theories 180

The Fundamental Attribution Error: People as Personality Psychologists 180 The Role of Perceptual Salience 182 The Role of Culture 185 The Actor/Observer Difference 185 Perceptual Salience Revisited 186 The Role of Information Availability 188

Self-Serving Attributions 189

How Accurate Are Our Attributions and Impressions? 192 Why Are Our Impressions of Others Sometimes Wrong? 194 Why Does It Seem Like Our Impressions Are Accurate? 195

Summary 196

Suggested Readings 197

# Chapter 6 Self-Understanding: How Do We Know Ourselves?

The Nature of the Self 200 Cross-Cultural Definitions of Self 203

# Knowing Ourselves Through Introspection 204

Self-Awareness Theory 206
Judging Why We Feel the Way We Do: Telling More than We Can Know 208
The Consequences of Introspecting About Reasons 210

### Knowing Ourselves Through Observations of Our Own Behavior 212 Self-Perception Theory 212 Self-Perception Versus Dissonance Theory 215 The Overjustification Effect 217

The Overjustification Effect 217 The Two-Factor Theory of Emotion 221 Misattribution of Arousal 224

Knowing Ourselves Through Self-Schemas 228 Autobiographical Memory 229

### Knowing Ourselves Through Social Interaction 230 The "Looking-Glass Self" 231

Social Comparison Theory 232

Impression Management 234 All The World's a Stage 235

Summary 238

Suggested Readings 239

# Chapter 7 Conformity: Influencing Behavior

# Conformity: When and Why 244

Informational Social Influence: The Need to Know What's "Right" 248
Conversions and Crises 251
When Informational Conformity Backfires 253
When Will People Conform to Informational Social Influence? 255
When the Situation Is Ambiguous 255
When the Situation Is a Crisis 255
When Other People Are Experts 256
Resisting Informational Social Influence 256

PART THREE

198

242

SOCIAL INFLUENCE



Normative Social Influence: The Need To Be Accepted 257 The Consequences of Resisting Normative Social Influence 261 Normative Social Influence in Everyday Life 261 Mindless Normative Conformity: Operating on Automatic Pilot 265 When Will People Conform to Normative Social Influence? 267 When the Group Size Is Three or More 268 When the Group Is One We Care About 268 When the Group Is One We Care About 268 When the Group Is Unanimous 269 When You Grow Up in Certain Cultures 269 When You Are a Certain Type of Person 270 Resisting Normative Social Influence 272 Minority Influence: When the Few Influence the Many 273

**Obedience to Authority 275** 

Summary 282

Suggested Readings 283

# Chapter 8 Attitudes and Attitude Change: Influencing Thoughts and Feelings

# The Definition of Attitudes 287 Affective, Cognitive, and Behavioral Components 287

### Changing Attitudes by Changing Behavior: Cognitive Dissonance Theory Revisited 289

### Persuasive Communications and Attitude Change 290

Who Says What to Whom 291
The Central and Peripheral Routes to Persuasion 293
Personal Relevance: The Motivation to Pay Attention to the Arguments 294
The Ability to Pay Attention to Arguments 296
How to Achieve Long-Lasting Change 297
Fear-Arousing Communications 298

# Changing Attitudes of Different Strengths and Different Origins 301

The Different Origins of Attitudes 301 Cognitively Based Attitudes 302 Affectively Based Attitudes 302 Behaviorally Based Attitudes 306 Attitude Strength and Accessibility 307

How to Make People Resistant to Attitude Change 309 Reinforcing Values 309 Attitude Inoculation 310 Inoculating People Against Persuasive Messages 310 Inoculating People Against Peer Pressure 311 When Persuasion Attempts Boomerang: Reactance Theory 312 Intrinsic Versus Extrinsic Reasons: The Overjustification Effect 313

# When Will Attitudes Predict Behavior? 314

Predicting Spontaneous Behaviors 315 Predicting Deliberative Behaviors 316 The Importance of Specific Attitudes 316 The Importance of Subjective Norms 317

# Advertising: Why Does It Work? 318

Summary 322

Suggested Readings 323

# Chapter 9 Group Processes

# 326

# Definitions: What Is a Group? 326

# Nonsocial Groups: The Effects of the Mere Presence of Others 327 Social Facilitation: When the Presence of Others Energizes Us 328 Simple Versus Difficult Tasks 329 Arousal and the Dominant Response 329 Why the Presence of Others Causes Arousal 330 Social Loafing: When the Presence of Others Relaxes Us 333 Social Facilitation or Social Loafing: Which One When? 334 Deindividuation: Getting Lost in the Crowd 335 The Role of Reduced Accountability 337 The Role of Reduced Self-Awareness 338 Social Groups: How Decisions Get Made 340

Group Versus Individual Decision Making 341
The Type of Task 341
Process Loss 343
Failure to Share Unique Information 345
Brainstorming 347
Group think: Many Heads, One Mind 348
Group Polarization: Going to Extremes 351
Cognitive and Motivational Factors 352
The Culture-Value Theory 353

# Group Interaction: Conflict and Cooperation 354

The Prisoner's Dilemma 356 The Nature of You and Your Opponent 359 The Tit-for-Tat Strategy 359 Individuals Versus Groups Competing 360 The Use of Threats 360 Effects of Communication 362 Negotiation and Bargaining 363 Look for Integrative Solutions 364 Make Concessions 365 Consider Mediation or Arbitration 365

### Summary 366

Suggested Readings 367

# PART FOUR

# SOCIAL INTERACTION



# Chapter 10 Interpersonal Attraction: From First Impressions to Close Relationships

# Major Antecedents of Attraction 373

The Person Next Door: The Propinguity Effect 373 The Effects of Physical Attractiveness on Liking 377 Assumptions We Make About Attractive People 378 What Is Beautiful, Anyway? 380 The Cultural Standards for Beauty Are Learned Early 382 The Self-Fulfilling Prophecy 382 Similarity: Birds of a Feather Flock Together 384 Complementary: Don't Opposites Attract? 387 Doling out Praise Lavishly 388 Liking and Being Liked 389 The Effects of Changes in a Person's Liking for Us: The Gain-Loss Effect 390 Theories of Interpersonal Attraction: Social Exchange and Equity 392 Social Exchange Theory 392 Equity Theory 395

# **Close Relationships 396**

### The Causes of Love 401

Social Exchange in Long-Term Relationships 401 Equity: Is It Always Tit-for-Tat? 403 Physical Attractiveness and Long-Term Relationships 406 Attachment Styles and Intimate Relationships 407 Trouble in Paradise 410 Jealousy in Close Relationships 410 Termination: Breaking up Is Hard to Do 411

### Summary 414

# Suggested Readings 415

370

# Chapter 11 Prosocial Behavior: Why Do People Help?

416

# Basic Motives Underlying Prosocial Behavior: Why Do People Help? 419

Sociobiology: Instinct and Genes 419 Social Exchange: The Costs and Rewards of Helping 420 Empathy and Altruism: The Pure Motive for Helping 424

# Personal Determinants of Prosocial Behavior: Why Do Some People Help More than Others? 429

Individual Differences: The Altruistic Personality 429
Instilling Helpfulness with Rewards and Models 430
Is Personality the Whole Story? 432
Gender Differences in Prosocial Behavior 433
The Effects of Mood on Helping: Feel Good, Do Good 433
Negative-State Relief: Feel Bad, Do Good 435

# Situational Determinants of Prosocial Behavior: When Will People Help? 438

Rural Versus Urban Environments 438 The Number of Bystanders: The Bystander Effect 439 Noticing an Event 441 Interpreting the Event as an Emergency 443 Assuming Responsibility 445 Knowing How to Help 446 Deciding to Implement the Help 446 Characteristics of the Victim 446

# What Are the Consequences of Helping? 448

# How Can Helping Be Increased? 450

Summary 452

Suggested Readings 453

# Chapter 12 Aggression: Why We Hurt Other People

454

### What Is Aggression? 456 Is Aggression Inborn, or Is It Learned? 457 Breeding Organisms for Aggression 458 Of Mice and "Men" 459

# Situational Causes of Aggression 461

Neural and Chemical Causes of Aggression 461 Testosterone 461 Alcohol 462 Pain and Discomfort as a Cause of Aggression 463
Social Situations Leading to Aggression 465
Frustration as a Cause of Aggression 465
Direct Provocation and Reciprocation 468
Aggressive Objects as a Cause of Aggressive Behavior 468
Social Learning Theory: Imitation and Aggression 470
The Effects of Watching Violence in the Media 471
Effects On Children 471
What About Adults? 473
The Numbing Effect of TV Violence 474
Why Does Media Violence Affect Viewers' Tendencies to Aggress? 475
Violent Pornography and Violence Against Women 475
How to Reduce Aggression 477

Does Punishing Aggression Reduce Aggressive Behavior? 477
Catharsis and Aggression 479
What Are We Supposed to Do with Our Anger? 485
Venting Versus Self-Awareness 485
Defusing Anger Through Apology 486
The Modeling of Nonagressive Behavior 487
Training in Communication and Problem-Solving Skills 488
Building Empathy 488

### Summary 490

Suggested Readings 491

# Chapter 13 Prejudice: Causes and Cures

### Prejudice: The Ubiquitous Social Phenomenon 494

Prejudice, Stereotyping, and Discrimination Defined 498
Prejudice: The Affective Component 498
Stereotypes: The Cognitive Component 498
Stereotypes, Attribution, and Gender 499
Discrimination: The Behavioral Component 501

### What Causes Prejudice? 502

The Way We Think: Social Cognition 503
Social Categorization: Us Versus Them 503
The Failure of Logic 506
The Activation of Stereotypes 507
The Illusory Correlation 511
Revising Stereotypical Beliefs 513
The Way We Assign Meaning: Attributional Biases 515
Dispositional and Situational Explanations 515

Expectations and Distortions 517
Blaming the Victim 517
Self-Fulfilling Prophecies Revisited 519
The Way We Allocate Resources: Realistic Conflict Theory 520
Economic and Political Competition 520
The Role of the Scapegoat 523
The Way We Conform: Normative Rules 525
Social Learning Theory 525
Modern Racism 528

### How Can Prejudice Be Reduced? 529

The Contact Hypothesis 530 When Contact Reduces Prejudice: Six Conditions 531 Cooperation and Interdependence: The Jigsaw Classroom 533

# Summary 536

Suggested Readings 537

		PART FIVE
Chapter 14		APPLYING
Health and the Environment	540	SOCIAL
The Role of Applied Social Psychology 542		ναναματααν
<b>Social Psychology and Health</b> 543 Social Perception and Health: Interpreting Negative Life Events The Connection Between Stress and Health 544	543	PSYCHOLOGY
The Importance of Perceived Control 548		
Perceived Control in the Elderly 551 Explaining Negative events: Learned Helplessness 554 Using Social Psychology to Improve Health Habits 557		
Social Psychology and the Environment 559		

\*\* \* \*\* \*\*

Social Perception and the Environment: Interpreting Environmental Stressors 560 Noise 561 Crowding 564
Using Social Psychology to Change Environmentally Damaging Behaviors 567 Social Dilemmas 568 Conserving Water 571 Conserving Energy 572 Reducing Litter 573

Summary 576

Suggested Readings 577

# Chapter 15 Law and Business

# Social Psychology and the Law 580

Eyewitness Testimony 581 Biases in Memory Processing 583 Acquisition 584 Storage 586 Retrieval 588 Detecting Deception 589 The Lie-Detector Test 591 Juries: Group Processes in Action 593 Effects of Pretrial Publicity 593 Information Processing During the Trial 594 Deliberations in the Jury Room 596

# Social Psychology and Business 598

Consumer Behavior 598 Advertising 598 Subliminal Messages 599 Compliance Techniques: Getting People to Buy Your Product 604 Personnel Selection: Entry into the Business World 607 Leadership: Reaching the Top of the Business World 610 The Great Person Theory 610 Considering Personal and Situational Factors 611 Gender and Leadership 614

# Summary 617

Suggested Readings 618

Glossary G1 References R1 Credits C1 Name Index I1 Subject Index I11